


BOXING AND STAMPING FREE.

All boxable purchases will be neatly boxed free.
All stamping free.
Purchases reserved for holiday delivery, if desired.

See To-day's Post and Star for Additional Opening News.

YOU CAN ALWAYS HAVE IT CHARGED

HECHT & COMPANY.

513
515
517
7TH ST.

Millions of Handkerchiefs

WOMEN'S FINE EMBROIDERED Handkerchiefs, in beautiful new designs, sell up to 25c. Opening price, 12½c.

WOMEN'S Dainty EMBROIDERED Handkerchiefs, extra nice quality, sell up to 12½c. Opening price, 59c.

WOMEN'S PRETTY INITIAL Handkerchiefs, in all the newest effects, very sheer. Opening price, 12½c.

WOMEN'S INITIAL HANDKERCHIEFS, put up 6 in a pretty gift box; special Opening price, 39c.

HOLIDAY OPENING
---MANY THOUSANDS
OF THE MOST DESIRABLE

CHRISTMAS OFFERINGS



A Vast Collection of Toys and Dolls in This MATCHLESS DISPLAY.

Our "Pansy" \$2 Dolls at **\$1.19**

THE BEST DOLL IN AMERICA AT THE PRICE!

Handsome Jointed Dolls, 24 inches high; practically indestructible; light, dark, and auburn hair; the equal of any \$2.00 Doll ever sold. Our holiday Doll special at **\$1.19**

We've transformed the greater part of the spacious third floor into a wonderland of toys and dolls—by all odds the largest and best display you'd find anywhere. Come to-morrow and bring the little ones—we promise a treat that will interest and entertain both the children and the grown folks. Better make your selections now while the display is at its best. We'll deliver when you say.

FREE—A Beautiful Imported 10-Inch Doll With Every Purchase of \$1.00 or Over in the Toy Department.

Wheel Toys

STRONGLY MADE IRON WAGONS, NICELY finished; large size; sell at \$1.25 usually. For Opening **98c**

AUTOMOBILES OF GOOD SIZE; SELLING at \$5.98. A big toy bargain, at **\$4.49**

LARGE AND STRONGLY MADE VELOCIPEDS; very durable. For the Opening at **\$1.19**

WRITING DESKS; STRONGLY CONSTRUCTED; neat pattern; sell at \$1.50. Sale price, **\$1.19**

Books and Games

PICTURE BOOKS OF VARIOUS STYLES AND kinds; sell at 35c. For Opening **25c**

BOOKS FOR PAINTING PICTURES; NICELY finished and durable; sell at 35c. **25c**

GAMES OF ALL KINDS AND STYLES; MANY large games. Special price, **49c**

GAMES AND BOOKS OF MANY KINDS; A large variety. Special price, **10c**

HUNDREDS OF ALL THE NEWEST FRICTION Toys, in many styles and kinds. Special Opening price, a full third below what they'll bring later, **49c**

LARGE AND EXTRA WELL-MADE PARCHESEI Games—a large number to be placed on sale for the Opening. The kinds you see priced 75c elsewhere, here now at **41c**

FINE FURS

IN THE OPENING.

Beautiful Isabella Fox Fur Sets; choice of pillow and rug muffs; heavy pelerine scarf; value is \$25. We put them on sale for the Opening at **\$15**

Black Coney Fur Sets, with rug muff and shawl collar; 6 natural tails; the set sells at \$15. For the Opening, reduced to **\$10**

Brown Sable Coney Fur Sets, including black sable coney sets, pillow muffs; large Russian shawl collars. A wonderful Opening bargain at **\$24.98**

Finest Sable Coney Coats, black and brown; heavy lustrous fur; guaranteed lining; 52 inches long. A big bargain at **\$49.50**

BLACK CONEY FUR COATS, IN THE THREE-quarters length; linings fully guaranteed; the selling price regularly is \$35. For the Opening **\$25**

ONE ELEGANT MARMOIT FUR COAT, BEAUTIFULLY MARKED; 52 inches long; a rich and handsome garment; value is \$150. For the Opening at **\$85**

ONE NEARSEAL FUR COAT, IN THE 52-INCH length; full lined with extra fine brocade silk; value is \$150. For the Opening at **\$89**

TWENTY RUSSIAN PONY COATS; VERY LUSTROUS and fine; guaranteed Leipzig dye; 50-inch length; brocade and two-tone linings; value, \$35.00. Sale price, **\$59.50**

Second Floor.

HOSIERY

GET THEM IN A GIFT BOX.

Women's Fine Grade Gauze Lisle Hose, in black and most-wanted colors; value, 25c. For Opening at **14c**

Women's Black Cotton Hose, with ribbed top; plenty of all sizes; have never sold under 17c pair. Opening price **12½c**

Women's Pure Thread Silk Hose, with lisle soles and top; 75c value. 3 pairs in a gift box for **\$2**

Women's Black Silk Hose; every pair fully guaranteed; warranted all silk; value, \$1.50. Opening price **\$1.00**

MEN'S FINE MERCERIZED LISLE HOSE, in black and wanted colors; six pairs in a fancy box, to-morrow **\$1.00**

MEN'S HIGH-GRADE MERCERIZED BLACK HOSE; put up 4 pairs in a handsome box. For the Opening, **75c**

MEN'S PURE THREAD SILK HOSE, IN BLACK and colors; sold usually at 50c and 75c. For the Holiday Opening, **35c**

MEN'S LISLE THREAD HOSE, IN ALL COLORS; sold always at 25c. For the Holiday Opening, reduced to **14c**

First Floor.


A World of Dolls Awaits You Here.

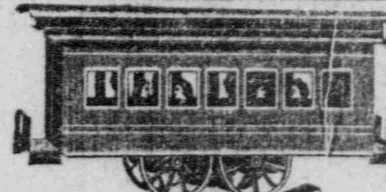
Handsome Jointed Dolls, with eyelashes; well made, and never sold under 80c. For the Opening at **59c**

Dressed Dolls, in many attractive styles; best makes, and very durable; the value is \$1.50. For the Opening at **98c**

Dressed Dolls, in a large number of kinds and styles; pretty faces, and neatly dressed; sell at 80c. For the Opening, **49c**

Jointed and Kid Body Dolls, in a large variety of styles; none of them sells regularly under 69c. For Opening, **49c**

Jointed, Kid Body, and Dressed Dolls, in many styles; sold usually at 35c. For Opening, **25c**

Mechanical Toys


Mechanical Trains, on tracks; sell at \$1.89c. Opening price, **89c**

Mechanical Trains, on tracks; selling regularly at 50c. Now **39c**

Mechanical Trains, on tracks; selling usually at 25c. Special price, **19c**

Mechanical Toys, of all kinds; very instructive. Special price, **23c**

Mechanical Toys, in a great variety of styles (Airships, Clowns, &c.) Special price, **49c**

Furniture Makes an Ideal Gift. We'll Deliver When and Where You Say.

Rugs, Carpets, Linoleums.



Here are Rugs of the most durable sorts, at prices about a third below their actual worth.

Handsome 9x12 Empire Brussels Rugs; very desirable; value, \$18; for the opening, **\$12.85**

6x9 Wool Tapestry Rugs, in beautiful new designs; value is \$10; for the Holiday Opening, **\$7.85**

9x12 Axminster Rugs, in choice and elegant patterns and colors; the value is \$32. For the Holiday Opening, **\$23.65**

36x72 Axminster Rugs; very durable and in neat and pretty designs; value is \$5.69. For the Holiday Opening, **\$4.19**

Axminster Carpet Mats, 18x36 inches; new and attractive colors and patterns; value is \$1.50. For the Holiday Opening, **89c**

Cook's Inlaid Linoleums in tiles and wood effects; fully guaranteed, and made of best materials; value, \$1.75; special price, not laid, **\$1.37**

250 Made Carpet Rugs, with fringed ends; in size 27x54; value, \$1.50, at 89c; size 27x36, value, \$1. For Opening, **69c**

\$10 MUSIC CABINET... \$7.45

\$45 HALL RACK at... \$32.50



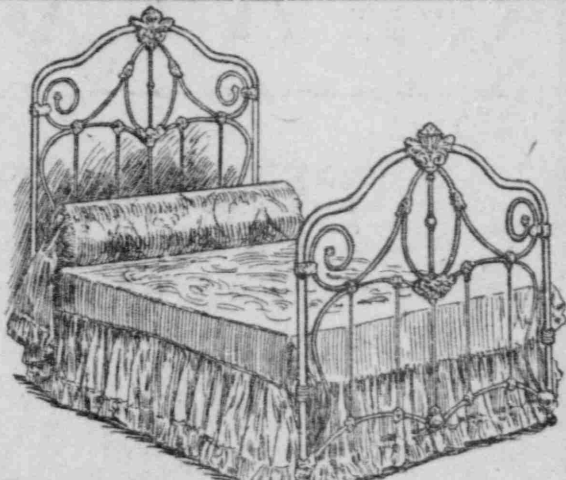
Attractive pattern Mahogany-finish Music Cabinet; clear glass finish; value, \$10; a tasteful gift; special price, **\$7.45**



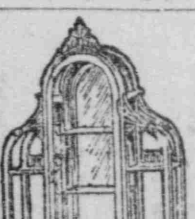
Large and handsome Hall Rack, of genuine quartered oak; heavy bevel plate mirror; large and roomy slipper box; highly polished; value is \$45; for Opening, **\$32.50**



Hall Clocks, in the Mission style, in many designs; Early English and weathered finish; clocks selling usually at \$16; our Holiday special, **\$11.25**



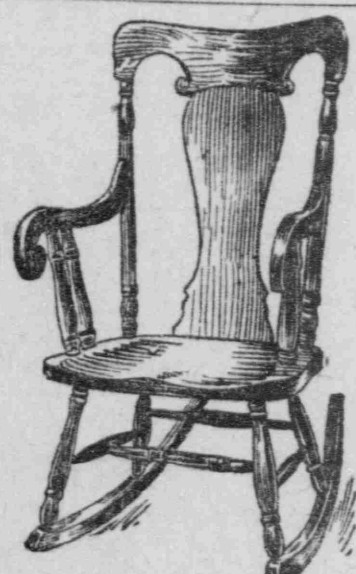
This large, massive, and handsome pattern White Enamel Bed; extra heavy steel frame; best baked enamel; in two sizes—4-6 and 3-6; value is \$16. Holiday Opening price, **\$8.95**



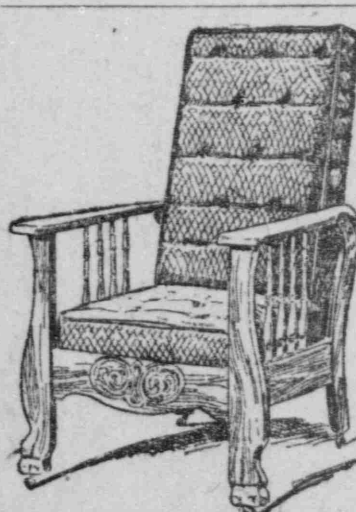
Mahogany Parlor and Curio Cabinets, in great variety; special for Opening—hand-some \$22 cabinet, **\$17.50**



Combination Secretary Bookcase, oak or mahogany finish; \$28.00, **\$19.75**



Large and handsome quartered oak Saddle Seat Rockers, hand rubbed and polished; high back; very strongly constructed; value, \$7; for the Opening, at **\$4.85**



Morris Chair Frame, in new and handsome patterns; spring seat; quartered oak or mahogany finish; very strongly constructed; \$10 value; special Opening price, **\$6.50**



Golden Oak and Imitation Mahogany-finish India Seats, 16x16 top; strongly made and nicely finished; value, \$1.50. For Holiday Opening, **89c**



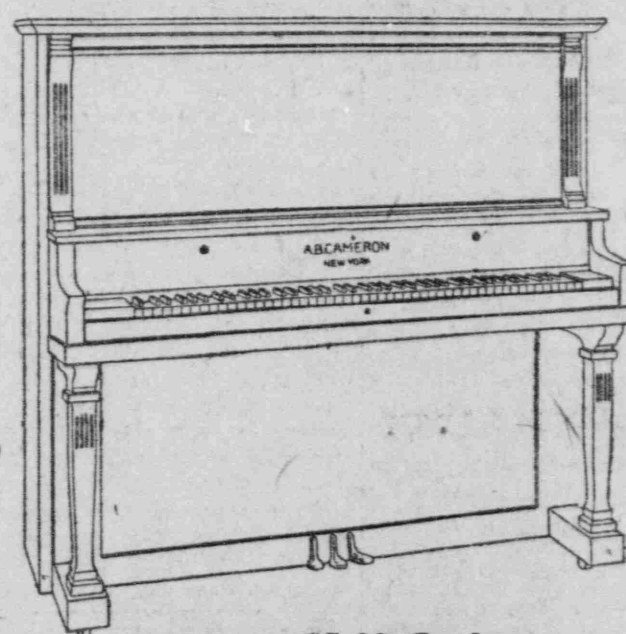
Pictures in a great variety of kinds and subjects; size 17x17 inches; all \$3 value; special Holiday price, **98c**



FAMOUS WABASH RANGE, AS ILLUSTRATED; handsomely nickel trimmed; 37 ins. long; has warming closet; full height, 59 inches; a thoroughly dependable range; special introductory price, **\$27**

Warming Closet, \$10 extra. Self-basting Roaster free with above range.

Give the Home a Piano for Christmas



\$300 \$5.00 Cash. \$1.50 Weekly.

What is home without a piano? You'll want one for the holidays—and we are making it easy to buy it. LOOK INTO THIS NOW!

We are showing the famous new 1911 patterns of the A. B. CAMERON Piano, with all the very latest features; the cases are beautifully designed of heavy 3-ply veneer, 60 inches long, 71-2 octaves; genuine ivory keys; three unisons in treble and overstrung bass; three pedals.

FREE—Scarf, stool, rubber cover, and one year's tuning; no extras and no interest.

\$30 COUCH, \$17.75

NO CASH PAYMENT. 50c WEEKLY—\$2.00 MONTHLY.



THIS EXACT \$30 VICTOR CHASE LEATHER COUCH: FULL METAL construction; seven rows deep tufting; individual buttons; thoroughly high-grade construction; full spring edge and head; 75 inches long; frame is of selected stock, with claw feet; all springs tempered and fully guaranteed.

We Are Agents for the Renowned OSTERMOOR MATTRESS. Call and See It.